

**GOVERNMENT OF INDIA
TOURISM AND CULTURE
LOK SABHA**

UNSTARRED QUESTION NO:6004
ANSWERED ON:06.05.2002
SPECIAL IMPETUS TO TOURISM INDUSTRY
M.H. AMBAREESH

Will the Minister of TOURISM AND CULTURE be pleased to state:

- (a) whether the Government propose to give special impetus to the highly cash starved Tourism Industry;
- (b) if so, the details thereof;
- (c) whether the Government also propose to set up tourist circuits in collaboration with some Asian countries; and
- (d) if so, the details there of?

Answer

MINISTER OF TOURISM & CULTURE (SHRI JAGMOHAN)

(a) and (b) : In order to give special impetus to the tourism sector, the Department of Tourism, Government of India has proposed the following strategy during the Tenth Five Year Plan:

- 1) Position tourism as a major engine of economic growth.
- 2) Attempt to harness the direct and multiplier effects of tourism for employment generation, economic development and providing impetus to rural tourism
- 3) Provide a major thrust to domestic tourism which will act as a spring board for growth and expansion of international tourism
- 4) Position India as a global brand to take advantage of the burgeoning global travel and trade and the vast untapped potential of India as a destination
- 5) Acknowledge the critical role of private sector with government working as an active facilitator and catalyst.
- 6) Create and develop integrated tourism circuits based on India's unique civilization, heritage and culture in partnership with the States, private sector and other agencies

(c) : No, Sir.

(d) : Does not arise.